

# UNITED STATES ARMY TOOLKIT FOR THE GREAT AMERICAN SMOKEOUT 2003



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## ABSTRACT

**Objective:** To provide tobacco control personnel in the US Army with basic information tools and tailored resources for the Great American Smokeout 2003.

**Methods:** The following six resources were displayed in a poster at a national conference for US military healthcare personnel: 1) tobacco control newspaper articles, 2) educational poster, 3) sample provider memo, 4) list of evidence-based tobacco control resources, 5) www link to the US Army Tobacco Cessation Program Materials at Fort Knox, KY and 6) stakeholder evaluation of material effectiveness. Collaboration with U.S. Secretary of Defense Donald Rumsfeld and Undersecretary of Defense Paul Wolfowitz provided official letters discouraging the use of tobacco products by military personnel.

**Results:** Received the top award for Innovation at the 2003 Military Health System TRICARE Conference. All implementation materials were made freely available on the USACHPPM-DHPW website. Anecdotal evidence showed that materials were well-used and highly popular with Army Tobacco Control personnel.

The views expressed herein are the views of the authors and do not reflect the official policy of the Department of the Army, the Department of Defense, or the U.S. Government.

## 1 News Article

**PUBLIC AFFAIRS OFFICE  
U.S. ARMY CENTER FOR HEALTH PROMOTION  
AND PREVENTIVE MEDICINE  
ARBERDEN PROVING GROUND, MARYLAND 21068-5803**

For more information about this article, call 410 436-4066/972 DSN 884

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Five Facts You Should Know About Smoking

By Brad Taft  
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USACHPPM-DHPW

You are a soldier. You wear the uniform proudly on one of America's best, smart, tough, and good of what you are. You are an Army of One.

But you are also a warrior. You wear the uniform proudly on one of America's best, smart, tough, and good of what you are. You are an Army of One.

Fact 1: Smoking is a leading cause of death and disability in the United States. It is the leading cause of death and disability in the United States. It is the leading cause of death and disability in the United States.

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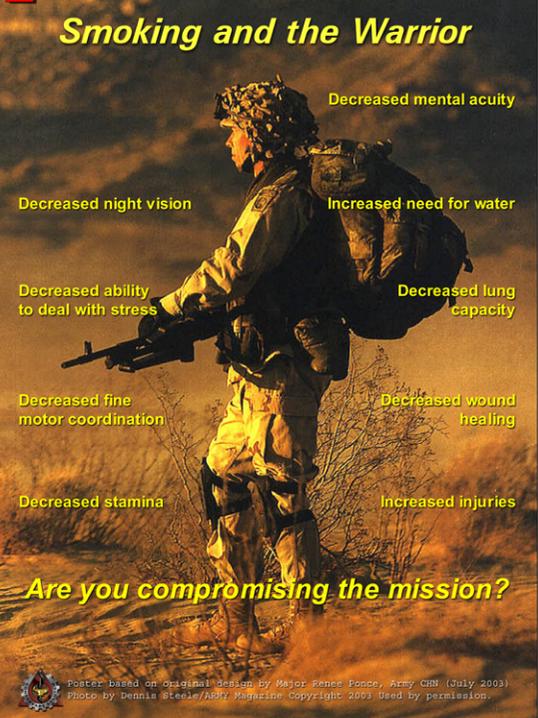
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## 2 Poster



Poster based on original design by Major Renee Ponce, Army GSN (July 2003). Photo by Dennis Steinel/ARMY Magazine. Copyright 2003. Used by permission.

## 3 Sample Provider Memo

MEMORANDUM FOR [INSERT MEDICAL FACILITY NAME HERE] Healthcare Provider

SUBJECT: The 2003 Great American Smokeout

1. Your assistance is requested in the implementation of the installation's Great American Smokeout activities (20 NOV 03).

2. In the weeks leading up to 20 NOV 03, please make a special effort to call all patients about their tobacco use habits. Remind them that the 20th is the Great American Smokeout and encourage them to try quitting for the day.

3. Consider the 5A model of tobacco use intervention.

a. ASK - Ask if the patient uses tobacco.

b. ADVISE - Advise patient to quit.

c. ASSESS - Assess patient's willingness to quit.

d. ASSIST - Assist patient with steps towards quitting. Make a referral.

e. ARRANGE - Arrange follow-up to monitor progress in tobacco cessation efforts.

4. Evidence-based, patient-centered smoking cessation efforts can be reinforced by **PROVIDE, REFERENCE, AND CONTACT INFORMATION HERE**.

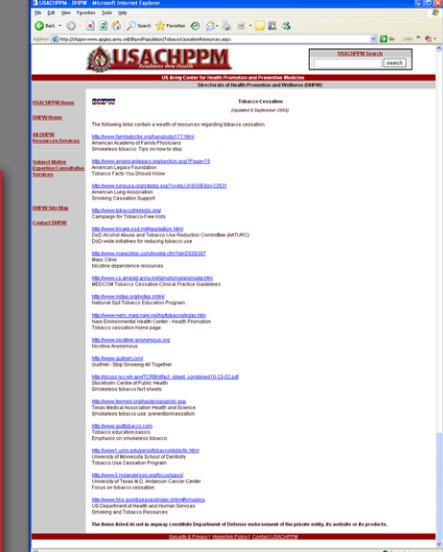
5. If your clinic would like to host training or educational events either in conjunction with the Great American Smokeout or on any other date, please contact clinic staff at **PROVIDE CONTACT INFO**.

6. Your assistance in implementing Great American Smokeout activities is a crucial element in the success of our Great Army program.

7. If you have any questions or need further information, please contact clinic staff at **PROVIDE CONTACT INFO**.

## 5 Hot Link

Hot Link to the United States Army Tobacco Cessation Program. <http://chppm-www.apgea.army.mil/dhpw/Population/TobaccoCessation.aspx>



## 6 Stakeholder Evaluation

Table 1. Summary of Responses from Program Evaluation Tool

Table 1. Summary of Responses from Program Evaluation Tool	Response Rate: 51.6%	% of	Mean (Range)
EVASION OF SPECIFIC TOOLKIT COMPONENTS			
Poster Evaluation	Request Similar Products in Future	60% (8)	7.0 (6-10)
Article Evaluation	Request Similar Products in Future	75% (8)	7.3 (6-10)
Letter Evaluation	Request Similar Products in Future	50% (5)	5.9 (1-10)
Web Resource List Evaluation	Request Similar Products in Future	75% (8)	7.4 (1-10)

OVERALL ASSESSMENT OF THE TOOLKIT...

1. Did you receive an electronic copy of USACHPPM's 2003 Toolkit?  Yes  No

2. Did you use any portion of USACHPPM's 2003 Toolkit in your efforts to support the 2003 Great American Smokeout?  Yes  No

3. Did you forward or disseminate any portion of the toolkit to other providers for their use?  Yes  No

4. On a scale of 1 to 10, how useful do you find this toolkit to be overall?  1  2  3  4  5  6  7  8  9  10

ASSESSMENT OF SPECIFIC TOOLKIT COMPONENTS...

Smoking and the Warrior Poster

1. Did you use this component?  Yes  No

2. Did you forward or disseminate this component?  Yes  No

3. Would you like to see similar components in future toolkits?  Check One

4. On a scale of 1 to 10, how useful do you find this component to be in your GAS-2003 efforts?  1  2  3  4  5  6  7  8  9  10

Five Facts about Smoking Article

1. Did you use this component?  Yes  No

2. Did you forward or disseminate this component?  Yes  No

3. Would you like to see similar components in future toolkits?  Check One

4. On a scale of 1 to 10, how useful do you find this component to be in your GAS-2003 efforts?  1  2  3  4  5  6  7  8  9  10

## Collaboration in Action

